

18+ Hours of Networking • 26 CPD Points • 55+ Speakers



Informa Life Sciences' 24th Annual

# EU PHARMACEUTICAL LAW FORUM

Tuesday 19 - Thursday 21 May 2015, Hotel Metropole Brussels, Belgium



Europe's leading pharmaceutical law conference on competition law, patent litigation, regulatory frameworks and licensing and collaboration agreements

## Keynote Speakers



**Stefano Marino**  
Head of Legal Department  
European Medicines Agency



**Paul Csiszár**  
Director "Basic Industries, Manufacturing and Agriculture",  
Responsible for Pharmaceutical Antitrust and Merger Cases,  
DG Competition  
European Commission



**Michael Koenig**  
Deputy Head of Unit  
European Commission



**Florian Schmidt**  
Legal Officer  
European Commission



**Erik Hansson**  
Deputy Head of Unit  
European Commission

## Top Band Private Practice

- Arnold & Porter LLP • Bristows LLP • Covington & Burling LLP
- Pinsent Masons • Simmons & Simmons LLP • Taylor Wessing LLP
- Powell Gilbert LLP • King & Wood Mallesons • Olswang
- Fasken Martineau LLP

## In-House Counsel

- Pfizer • GSK • AstraZeneca • Novartis • Amgen • Merck Sharp & Dohme
- Novo Nordisk • Abbott • Servier • Boehringer Ingelheim • Mundipharma
- Genzyme • GE Healthcare

## DAY 1: COMPETITION LAW AND PATENT LITIGATION

Competition Law and Patent Litigation and the Interface with Regulatory Frameworks

Evening Seminar:  
Second Medical Use Claims

## DAY 2: REGULATORY FRAMEWORKS

Transparency of Clinical Trial Data, Pricing and Reimbursement, Data Protection, Data Exclusivity, Unlicensed Use and Off-Label Use, Adaptive Licensing, Medical Devices

Evening Seminar:  
Biosimilars and the Regulatory Frameworks

## DAY 3: LICENSING AND COLLABORATION AGREEMENTS

Negotiation, Commercial IP, Due Diligence, Obligations to Exploit, UPC, Alliance Management, Termination Provisions

Evening Seminar  
Asset Centric Corporate Structures



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## EU Pharmaceutical Law Forum Key Logos:

This year's programme will address the need for keynote presentations, new formats, interactive debate and take home messages.

 European Medicines Agency

 European Commission

 Interactive Discussion Forum

 Dual Dialogue

## Day One: Tuesday 19 May 2015

08:00 Conference Registration

08:50 Introduction from the Morning Chairperson  
**Ian S. Forrester QC**, *Partner, White & Case LLP, Belgium*

### COMPETITION LAW

#### KEYNOTE PRESENTATION:

09:00 **Feedback from the EU Commission on competition law**  
Overview of recent antitrust priorities and merger developments in EU competition law and policy in the pharmaceutical industry, including:

- Reverse payment settlements
- Market definitions in mergers
- Lifecycle management strategies

**Paul Csiszár**, *Director "Basic Industries, Manufacturing and Agriculture", Responsible for Pharmaceutical Antitrust and Merger Cases, DG Competition, European Commission, Belgium*

09:40 **INTERACTIVE DISCUSSION FORUM:**

#### Reverse payment patent settlements

There will be no background/basic information presented in this session, in-depth case law only. Representatives from in-house counsel and private practice will share their experiences and expert legal advice on the following case law with a series of short presentations. This will be followed by interaction with the audience.

- Examining decisions and developments in the following cases: Lundbeck, Servier, J&J, Teva and GSK

#### Session moderator:

Please contact [linda.cole@informa.com](mailto:linda.cole@informa.com), +44(0)20 7017 6631 if you are interested in moderating this session.

#### Session presenters:

**Matthieu Guérineau**, *Contract Department Director, Les Laboratoires Servier, France*  
**Cameron Firth**, *Partner, Joint Head of Life Sciences & Healthcare, King & Wood Mallesons, UK*

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10:50 Morning Coffee

11:20 **DUAL DIALOGUE: Examining recent EU merger control cases in the pharmaceutical industry**

- Review of high profile M&As cases in the last year from the perspective of merger control
  - Product market definition in the pharma sector
  - Substantive issues
  - Addressing antitrust issues in M&A proceedings
- Bernardine Adkins**, *Partner, Wragge Lawrence Graham & Co LLP, UK*  
**Philipp von Hülsen**, *Senior Legal Counsel Antitrust, Boehringer Ingelheim, Germany*

12:00 **DUAL DIALOGUE: Assessing pricing: Discounts and rebates**

- Intel, Post Danmark II case law
- Market definition and dominance in pharma behavioural cases: Risk management
- What kinds of discounts can pharma companies offer - to purchasing bodies, hospitals, wholesalers and pharmacies?
- Relevance of contextual analysis: Roles of payers and healthcare professionals
- List prices vs. real prices and price referencing

**Brian Sher**, *Partner, Nabarro LLP, UK*  
**Fleur Herrenschildt**, *Senior Legal Counsel Antitrust, Novartis International AG, Switzerland*

12:40 Lunch

13:50 **INTERACTIVE DISCUSSION FORUM:**  
**Review of high profile national cases/decisions in competition law**

Each speaker will present a short talk on the topics outlined below with regards to his/her specific country. This will be followed by an interactive panel discussion with the audience.

- What is the infringement?
  - Agreement infringement or abusive dominance?
  - Differences across countries and strategies to harmonise
- Turkey: Gönenç Gürkaynak**, *Managing Partner, ELIG, Attorneys-at-Law, Turkey*  
**Italy: Claudio Tesauro**, *Partner, Bonelli Erede Pappalardo - Studio Legale, Italy*

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### IP: PATENT LITIGATION

#### KEYNOTE PRESENTATION:

14:50 **Unified Patent Court: Feedback from the European Commission**

- What is the structure of this new system?
- Overcoming language issues
- Impact on industry

**Michael Koenig**, *Deputy Head of Unit, European Commission, Belgium*

15:20 **Unified Patent Court: Feedback from private practice**

- Which Member States have opted in?
- Will patent owners be able to recover the "opting-out" fee required from those who do not wish to use the UPC?
- Will the legal flaws of the process used to recruit candidate Judges to the UPC cause the selection process to have to return to square one?

**Miquel Montana**, *Partner, Clifford Chance, Spain*

15:40 Afternoon Tea

16:10 **Cross-border relief for patent infringement – should the practice be encouraged? Lessons learned from pemetrexed**

- Overview of the principles by which the English Patents Court granted cross-border relief to Actavis for its pemetrexed medicines
  - Analysis of the decision of the Court of Appeal (hearing scheduled to commence on 9 March 2015 so the judgment should be available ahead of the conference)
  - Was better justice achieved?
  - Were costs saved?
  - Should other generics consider deploying such a strategy?
- Brian Cordery**, *Partner, Bristows LLP, UK*

16:30 **DUAL DIALOGUE: Understanding European patent litigation and SPC's**

- Latest developments in SPC's: Recent and pending CJEU referrals
- What do these mean for the next case?
- Articles 3 and 4
- Decisions on negative and zero term SPCs
- Paediatric extensions

**Marjan Noor**, *Partner, Simmons & Simmons LLP, UK*  
**Carsten Zatschler**, *Former Head of Cabinet to the British Judge, European Court of Justice, Luxembourg*

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## INTERFACE BETWEEN COMPETITION LAW, IP AND THE REGULATORY FRAMEWORKS

17:10 **INTERACTIVE DISCUSSION FORUM:**  
Lifecycle management with respect to IP, competition law and regulatory frameworks



- Roche/Novartis case
- Italian Pfizer case
- Promotional campaigns
- Avoiding pitfalls with IP and regulatory strategies

**Session moderator:**

**Ingrid Vandenborre**, *Partner*, Skadden, Arps, Slate, Meagher & Flom LLP, Belgium

**Session presenters:**

**Luca Arnaudo**, *Senior Investigative Officer*, Italian Competition Authority, Italy

**Alexandre Mencik**, *Associate General Counsel*, Amgen, Belgium

**David Hull**, *Partner*, Van Bael & Bellis, Belgium

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17:50



Closing Remarks from the Chairperson and End of Day One followed by Networking Drinks and Evening Seminar

Evening Seminar, Discussion and Dinner: Day One, Tuesday 19 May 2015

18:20 Registration • 18:30 Start • 20:30 Networking Dinner

## Second Medical Use Claims

Second medical use patents can be of enormous commercial value in extending the effective lifecycle of a pharmaceutical product. Developments in EPO jurisprudence have opened up many possibilities for claiming use in new patient groups, new dosage regimes and methods of administration. However, there may be considerable difficulties in enforcing second medical use claims and the approach of the courts is not yet harmonised across Europe. This is also an area where patent law interacts with both regulatory and competition law, requiring a considered and coordinated approach. This session will be of interest to general counsel, IP counsel and regulatory counsel.

**Topics to be covered include:**

- When is this patent infringement and when is it not?
- Advice for pharmaceutical companies
- How to enforce the patents
- Impact on the regulatory procedure

**Session presenters:**

**Tim Powell**, *Partner*, Powell Gilbert, UK

**Jürgen Dressel**, *Head Global Patent Litigation Strategy*, Novartis Pharma, Switzerland

**Laëtitia Bénard**, *Partner*, Allen & Overy, France

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## Day Two: Wednesday 20 May 2015

08:20 Introduction from the Chairperson

### REGULATORY FRAMEWORKS IN PHARMACEUTICAL LAW

08:30 **KEYNOTE PRESENTATION:**  
2015 - 50 years of EU pharmaceutical legislation – an area where law does not stand still

- Past experience, current challenges
- Recent jurisprudence of the EU Courts in regulatory matters
- Focus on implementation: Pharmacovigilance, Falsified Medicines and Clinical Trials
- Effective use of existing regulatory tools

**Florian Schmidt**, *Principal Administrator*, DG Health and Food Safety, European Commission, Belgium

09:10 **INTERACTIVE DISCUSSION FORUM:**  
Transparency of clinical trial data, regulatory data and prices plus a review of the clinical trials regulation

Representatives from private practice, in-house counsel and the EMA will share their experiences and expert legal opinion on the topics outlined below. This will be followed by interaction with the audience.



- The transparency mantra - what are the dynamics?
- Transparency of prices and reimbursement status
- Transparency of clinical trial data
  - EMA's disclosure of clinical trial and regulatory data
  - Reactive and proactive transparency
  - EMA and the InterMune and AbbVie cases
  - Implications for Regulatory Data Protection (RDP) and other competitive impact
  - International law principles
- Clinical Trials Regulation
  - Update on the implementation
  - When will the new rules come into force?
  - Ensuring a smooth transition from Directive to Regulation

10:20

**DUAL DIALOGUE: Pricing and reimbursement and market access in the EU: Pharmaceutical and medical devices**

- Impact of new measures and national budget cuts
- EU and national laws and litigation
- Revision of the EU Transparency Directive
- Managed entry agreements
- Capped funding initiatives

**Helen Roberts**, *Area Counsel for Europe, Middle East and Africa*, Abbott, UK

**Paul Ranson**, *Partner*, Pinsent Masons, UK

11:00

Morning Coffee

11:30

**The EU Data Protection Regulation – Where do we stand?**

- 2012 European Commission Proposal
- Legislative developments in European Parliament and Council
- Potential impact on the processing of personal data in scientific research
- EFPIA and International Pharmaceutical Privacy Consortium (IPPC) Position

**Lieven Van Parys**, *EU Regulatory Law*, Pfizer, EFPIA Data Protection Working Group and Chair IPPC EU Working Group, Belgium

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- 11:50 **DUAL DIALOGUE: Update on IP regulatory rights: What's new?**
- What are the IP regulatory rights (i.e. Regulatory data protection; Orphan exclusivity; Paediatric rewards) and how do they work in practice?
  - Recent judgments and decision by regulators (in particular Novartis vs Commission (T-472/12); Shire vs Commission (T-583/13); Olainfarm (C-104/13); Teva vs EMA (C-140/12); CTRS vs Commission (T-301/12); Clinuvel's Decision)
  - What does the future hold (i.e. pending cases) and trends of the regulators (e.g. extension of the global marketing authorisation concept/ impact of the new transparency policy on IP regulatory rights)?



**Helen Middleton**, *Principal Legal Adviser, Mundipharma International, UK*  
**Marie Manley**, *Partner and Head of the Regulatory Practice, Bristows LLP, UK*

12:30 Lunch

- 13:40 **DUAL DIALOGUE: Examining unlicensed use and off-label use**
- Regulatory considerations
  - Relationship with cost considerations
  - Scope of the unlicensed supply exemption
  - Recent cases and trends in the EU



**Eveline Van Keymeulen**, *Senior Associate, Allen & Overy LLP, France*  
**Grant Castle**, *Partner, Covington & Burling LLP, UK*

- 14:20 **DUAL DIALOGUE: Adaptive licensing and early access to medicines**



- What initiatives have been put in place so far?
- How will these impact industry?

**Stefano Marino**, *Head of Legal Department, European Medicines Agency*



**Olivier Lemaire**, *Assistant General Counsel, Legal Affairs, Vaccines, GSK, Belgium*

- 14:50 **DUAL DIALOGUE: Transparency with regard to the relationship with healthcare professionals**



- EFPIA code of conduct and other trade codes
- How do the codes work and what are the problems?
- How to interpret and how to enforce
- Sunshine Act and the equivalent in France

**Peter L'Ecluse**, *Partner, Van Bael & Bellis, Belgium*  
**Caroline Stockwell**, *Assistant General Counsel, Pfizer, UK*

15:30 Afternoon Tea

- 16:00 **Speaking, Panellist and moderator opportunities**

Join one of the sessions outlined on the agenda, present on one of the subjects listed below or suggest a topic of your choice (subject to approval by Informa).

- Practical experience of the new pharmacovigilance legislation
- How are HTA's working in practice?
- Taking a closer look at falsified medicines directive and counterfeit products

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- 16:30 **DUAL DIALOGUE: Innovative stakeholder (customer and patients) engagement**



- How to communicate effectively with patients
- The use of patient focus groups
- Optimising pharmaceutical marketing, advertising and social media
- Examining the use of mobile apps, E-Health and big data

**Thomas Lynch**, *Senior Legal Counsel, Novartis Pharma AG, Switzerland*  
**Marc Christian Bauer**, *Director & Senior Legal Counsel, International Legal Group, Amgen, Switzerland*

**KEYNOTE PRESENTATION:**

- 17:10 **Feedback from the EU Commission on the EU regulatory framework for medical devices**



- Review of the regulatory framework for medical devices
- State of play of negotiations
- What do we do in the meantime?

**Erik Hansson**, *Deputy Head of Unit, EU Commission, Belgium*

- 17:40 **IVDs and revisions to the regulation**

- Impact of diagnostics on development and personalised medicine
- Current regulatory landscape on use of diagnostics
- Challenge in implementation of diagnostics/drugs combination
- Guidance on companion diagnostics

**Lincoln Tsang**, *Partner, Arnold & Porter, UK*

- 18:00 Closing Remarks from the Chairperson and End of Day Two  
 Followed by Networking Drinks and Evening Seminar



Evening Seminar, Discussion and Dinner: Day Two, Wednesday 20 May 2015

18:20 Registration • 18:30 Start • 20:30 Networking Dinner

## Biosimilars and the Regulatory Frameworks

There have been a number of changes to the biosimilars legislation over the last couple of years. The three overarching guidelines have been reviewed and two have now been adopted. The monoclonal antibody guidelines have been adopted and the first biosimilar monoclonal antibody has been approved and launched. This session will review the issues raised by these various developments and look at what other considerations might arise in a biosimilar launch.

**Topics to be covered include:**

- When is this patent infringement and when is it not?
- Recent regulatory approvals
- Maximising IP rights
- Overview of the new EMA guidelines and drafts
- Lifecycle management of a product
- How to speed up product approval

**Session presenters:**

**Tim Worden**, *Partner, Taylor Wessing LLP, UK*

**Matthew Royle**, *Senior Associate, Taylor Wessing LLP, UK*

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*"I found the presentations to be very relevant and informative to my practice. I also enjoyed the opportunity to speak at the event."* Novartis Pharma AG, Speaker 2014

*"Great yearly update on competition and regulatory matters"* Sanofi, Delegate 2014

08:00 Conference Registration

LICENSING AND COLLABORATION AGREEMENTS

08:50 Introduction from the Chairperson

09:00 **Detailing effective negotiation strategies**

- Use of term sheets and what to cover
- How to ensure effective preparation
- Exchanging of information and discussion
- Negotiating towards a win-win outcome
- Closing, commitment and course of action

**Barbara Levi Mager**, *Head Legal GPS&C, Novartis*, Switzerland  
**Sarah Hanson**, *Partner, CMS*, UK

09:30 **Examining commercial intellectual property issues in collaboration and licensing agreements**

- Understanding the ownership of IP
- Joint ownership issues
- IP protection and enforcement
- IP rights of each party
- Implications of SPCs for pharma industry agreements

**Stephen Reese**, *Partner, Olswang LLP*, UK

10:00 **DUAL DIALOGUE: The importance of due diligence**

- Impact on the structure of the proposed transaction
- Reviewing the extent of the exclusivity and validity of the intellectual property assets
- Isolating potential exposure to liability
- Advising on licensing options

**Lucinda Osborne**, *Partner, Covington & Burling LLP*, UK  
**Catherine Higgs**, *Senior Legal Counsel, AstraZeneca* UK

10:40 Morning Coffee

11:10 **DUAL DIALOGUE: Obligations to exploit**

- "Diligence" in the context of the obligations on a licensee to develop and commercialise a product
- Identity of licensor and impact for diligence provisions
- Failure to exploit the licensed technologies
- Examples of litigation regarding the implementation of diligence obligations

**Matthieu Guérineau**, *Contract Department Director, Les Laboratoires Servier*, France  
**Emmanuelle Trombe**, *Partner, McDermott Will & Emery*, France

11:50 **Speaking, panellist and moderator opportunities**

Join one of the sessions outlined on the agenda, present on one of the subjects listed below or suggest a topic of your choice (subject to approval by Informa).

- Assessing the financial aspects of licensing and collaboration agreements from a business perspective
- Optimising co-marketing and co-advertising
- The impact of regulatory frameworks on licensing and collaboration agreements

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12:30 Lunch

13:40 **Assessing the financial aspects of licensing and collaboration agreements**

- Detailing the economic considerations
- Choosing between licensing or acquisition of the product
- Detailing upfront payments
- Developmental milestones and commercial milestones: At what stage are these paid?
- Tips and pitfalls when structuring and calculating royalties
- Availability of reach through royalties

**Chris Shelley**, *Partner – IP, IT & Commercial, Penningtons Manches LLP*, UK

14:10 **Dealing contractually with 3rd party IP rights**

- Sharing the risk and reward appropriately between both parties
- Taking a closer look at indemnities
- Royalty anti-stacking provisions – What are the different types of approaches?
- Reviewing warrantees
- Assessing the impact of due diligence
- Comparison of the different approaches and how they interrelate

**Michael Gavey**, *Partner, Simmons & Simmons*, UK

14:40 **INTERACTIVE DISCUSSION FORUM: The European Unified Patent from a transactional and property perspective**

- What issues do you need to consider when dealing with transactions involving European Unitary Patents?
- Who gets to decide on grant whether to go for a European Unitary Patent or a national patent?
- Who gets to decide whether or not to opt-out existing European patents from the Unitary Patent Court system?
- Dealing with European Unitary Patents as an items of property
- Joint ownership of European Unitary Patents

**Catriona Hammer**, *Senior IP Counsel, GE Healthcare*, UK  
**Laura Anderson**, *Partner, Bristows LLP*, UK  
**Matthew Warren**, *Partner, Bristows LLP*, UK

15:40 Afternoon Tea

16:10 **DUAL DIALOGUE: Structuring the alliance management in licensing deals: A legal and commercial perspective**

- Governance structures, committees in license agreements
- Best practices for dispute avoidance
- Insight into the operation post-license
- Strategies for protecting the licensee and the licensor

**Gary Howes**, *Managing Partner, Fasken Martineau LLP*, UK  
**Adam McArthur**, *Assistant General Counsel – Operations, AstraZeneca*, UK

16:50 **Negotiating and drafting termination provisions**

- Rescission of a contract
- Negotiating termination with the other party
- Use of the termination clause
- Refuse to perform

**Rebecca Weston**, *Senior Legal Counsel, Novartis*, Switzerland

17:20 Closing Remarks from the Chairperson and End of Day One followed by Networking Drinks and Evening Seminar

Evening Seminar, Discussion and Dinner: Day 3, Thursday 21 May 2015

18:20 Registration • 18:30 Start • 20:30 Networking Dinner

**Asset Centric Corporate Structures**

The use of asset centric corporate structures as alternatives to traditional collaboration and licensing deals

**Topics to be covered include:**

- Outlining the differences between the sale of an asset and the sale of a license
- How can a company structure itself to transaction with pharma at the share level rather than asset level?
- Assessing the different types of asset centric structures
- Attractiveness to investors and sustainability of the biotech and pharma industries
- When does it become an M&A and what are the M&A considerations?

**Session presenter:** **Janita Good**, *Partner, Osborne Clarke*, UK

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## 2015 EU Pharmaceutical Law Webinars

Webinars will be offered in addition to the main conference and will be available to book for all delegates, plus separately bookable to anyone who is unable to attend the event. They will be listened to either pre or post-event and will contribute towards CPD points.

All webinars will be FREE to attend.

### Webinar 1: Relationship between pharmaceutical companies and wholesalers/distributors: Assessing the competition law aspects

- Analysing distribution networks: the theory and the practice
- Impact on parallel trade

**Peter Bogaert**, *Partner*, Covington & Burling LLP, Belgium

**Andrea Zulli**, *Of Counsel*, Covington & Burling LLP, Belgium and UK

### Webinar 2: Paediatric products: Regulatory framework, challenges and opportunities

- 5 year review of the paediatric regulation
- Controversial issues

**Miquel Montana**, *Partner*, Clifford Chance, Spain

Webinar dates and times to be confirmed, please visit [www.informa-ls.com/pharmalaw](http://www.informa-ls.com/pharmalaw) for further information

### Webinar 3: Orphan medicinal products: Regulatory framework, challenges and opportunities

- Overview of the legislation
- Benefits of orphan designation
- Challenges for orphan products
- Outlook for the future

**Douwe Witteveen**, *Head of Legal EMEA*, Genzyme Europe BV  
The Netherlands

We are looking for speakers to host either pre or post-event webinars on the following topics:

- **Reverse payment patent settlements**
- **Examining parallel trade: Imports and exports**
- **Practical experience of the new pharmacovigilance legislation**
- **How are HTA's working in practice?**
- **Taking a closer look at Falsified Medicines Directive and counterfeit products**

Please contact [linda.cole@informa.com](mailto:linda.cole@informa.com), +44(0)20 7017 6631 if you are interested in hosting a webinar.

## NEW for 2015: Day 3: Licensing and Collaboration Agreements

We have added a third conference day to EU Pharmaceutical Law Forum for those with an interest or working within commercial and transactional law. Gain an in-depth review of the full process from negotiating a deal through to termination provisions.

## Flexible Format for 2015: 1 Day Passes Available

We know that your time out of the office is very limited so we offer a flexible format whereby you can choose to attend just 1 day. We recognise that some of you are specialised lawyers and therefore only have an interest in one of the conference days. The 1 day pass will include the main conference day plus the evening seminar and is available for either Day 1, Day 2 or Day 3. We also know that many of our regular speakers and attendees see this event as a one-stop-shop for a complete round-up of the most important legal decisions made over the past year within competition law, patent litigation and the regulatory frameworks. Therefore our 2 day conference pass remains available and at the same price since 2011. Do you also have an interest in commercial and transactional law? Upgrade to a 3 day conference pass! We hope you will be able to join us in Brussels for Europe's leading pharmaceutical law conference.

## Our 2014 conference was a huge success

*"It was frankly one of the best, if not the best pharma law conference I have been to in the last 10 years. The attendance by the EU Commission and the EMA is much appreciated"* Amgen, Speaker 2014

*"Great diversity of subjects, comprehensive coverage of issues, top quality"* Allen & Overy, Delegate 2014



## NEW Venue for 2015!

The **Hotel Metropole Brussels**, built in 1895, is the only nineteenth-century hotel in Brussels still in operation today. Hotel Metropole is a member of Historic Hotels Worldwide.

In 1890, two brothers with a brewing company opened Café Metropole as a place in the city to sell their beer. The café was a huge success and the Weilemans-Ceuppens family then purchased the building next-door, a former bank, which would become the Hotel Metropole, inaugurated in 1895. Today, the hotel's reception desk is easily recognizable as the desk of the former bank, a significant historical and heritage glimpse of the past.

The brothers commissioned French architect Alban Chambon to be the chief designer of the hotel. Today, Chambon's design of modern comfort and luxury is still a prominent feature of the heritage hotel, which is considered an important historical landmark in the city.

Please visit [www.metropolehotel.com](http://www.metropolehotel.com) for further details .

# Speaking and Commercial Opportunities

## Speaking opportunities still available!

Raise your company profile and align yourself with the top ranked lawyers and law firms by speaking on the main agenda. Speaking, panellist, moderator and webinar opportunities are available via commercial opportunities. Join one of the sessions outlined on the agenda, present on one of the topics outlined below or suggest a topic of your choice (subject to approval by Informa).

- **Examining parallel trade: Imports and exports**
- **Practical experience of the new pharmacovigilance legislation**
- **How are HTA's working in practice?**
- **Taking a closer look at falsified medicines directive and counterfeit products**

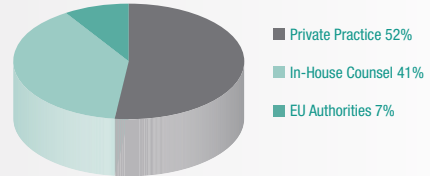
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### EU Pharmaceutical Law Attendees

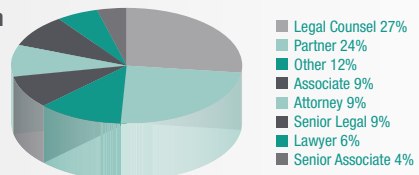


**90+ companies**  
**155+ attendees**  
**Big name pharma and biotech including Pfizer, J&J, Sanofi, GSK, Novartis and many more**

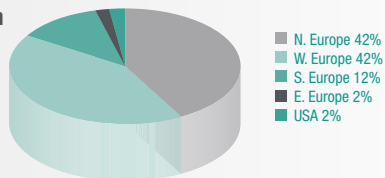
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For more information on how your organisation could benefit from this event and to discuss lead generation, networking and branding opportunities please contact: **Linda Cole** on Tel: **+44(0)20 7017 6631** Email: **[linda.cole@informa.com](mailto:linda.cole@informa.com)**

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<input type="checkbox"/> 1 Day Pass: 1 Conference Day + 1 Evening Seminar***	CQ5246	£1199 + 21% VAT = £1450.79	£200	£1299 + 21% VAT = £1571.79	£100	£1399 + 21% VAT = £1692.79	
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\*Please choose your evening seminar: U Day 1  V Day 2  W Day 3

\*\*Please choose your conference days: X Day 1  Y Day 2  Z Day 3

\*\*\* Select your conference day and the evening seminar on that day is included: X Day 1  Y Day 2  Z Day 3

Webinars are offered in addition to the main conference and are available FREE of charge to all delegates, plus separately bookable to anyone who is unable to attend the event.

Please select webinars here:

- Webinar 1: Relationship between pharmaceutical companies and wholesalers/distributors CQ5246M
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NOTE: The VAT rate is subject to change and may differ from the advertised rate.

The amount you are charged will be determined when your invoice is raised.

### Group Bookings:

To take advantage of group bookings please contact Simon Lau,  
Tel: +44(0) 20 7017 7165 e-mail: [simon.lau@informa.com](mailto:simon.lau@informa.com)

## DELEGATE DETAILS – Please photocopy form for multiple bookings!

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